

FILED
SEP 17 1962
Registration Section
U.S. DEPT. OF JUSTICE

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

EXHIBIT C

REGISTRATION No. 810

TO REGISTRATION STATEMENTS

Under the Foreign Agents Registration Act of 1938, As Amended

Furnish this exhibit for each FOREIGN PRINCIPAL of the Registrant.

THIS EXHIBIT WILL NOT BE ACCEPTED FOR FILING UNLESS IT IS REASONABLY COMPLETE AND ACCURATE.

1. Name and address of Registrant.

Charles von Loewenfeldt, Inc.

2. (a) Name of Foreign Principal. Italian Government, Office of the Commercial
Attache of the Consulate General

(b) Principal address of Foreign Principal. 785 Market Street
San Francisco, California

3. If the Foreign Principal is a foreign government, state the following:

Branch or agency thereof represented
by Registrant
Commercial Attache

Name and title of official with
whom Registrant deals
Emanuele Costa, Italian
Commercial Attache, San
Francisco, California

4. If the Foreign Principal is an individual (natural person), state -

(a) All present business and residence addresses not given under item 2(b).

(b) Citizenship or nationality: Italian

(c) If an officer, employee, or agent of a foreign government, foreign political party, or any official or agency thereof, state -

Name of such government,
political party, official, or
agency

Nature of Foreign Principal's
office, employment, or
agency

Nature of any subsidy
or other financial
arrangement

Government of Italy

Office of Commercial Attache,
Consulate General, San
Francisco

Not Known

5. If the Foreign Principal is not an individual (natural person) or a foreign government, state the following:

(a) Type of Foreign Principal's organization. Not applicable

Committee _____ Voluntary group _____ Association _____

Partnership _____ Corporation _____ Foreign Political Party _____

Other (specify) _____

(b) Date and place of organization.

TERMINATED 2/9/62
SEE Supplement same date

(c) All partners, officers, directors, and similar officials of the Foreign Principal.

<i>Name and address of official</i>	<i>Position, office or nature of duties</i>
Dr. Alessandro Savorgnan 2590 Webster Street San Francisco, California	Consul General of Italy in San Francisco

(d) List, if any, all of the Foreign Principal's branches and local units and other component or affiliated groups or organizations in the United States and elsewhere.

<i>Name and address of branch, unit group, or organization</i>	<i>Nature of connection with foreign principal</i>
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Not Applicable

(e) Branch or group, if any, represented by Registrant.

Not Applicable

6. If the Foreign Principal is not a foreign government but is supervised, directed, or controlled by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

<i>Name of such government, political party, or other persons</i>	<i>Nature and extent of supervision, direction or control</i>
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Not Applicable

7. If the Foreign Principal is not a foreign government but is financed or subsidized in any way by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

<i>Name of such government, political party, or other persons</i>	<i>Nature and extent of such financing or subsidization</i>
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Not Applicable

8. If the Foreign Principal is not a foreign government, state nature of all its businesses, occupations or functions:

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"EXHIBIT"
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CHARLES VON LOEWENFELDT, INCORPORATED

REGISTRATION No. 810

PUBLIC RELATIONS

April 16, 1962

TO: Dr. Emanuele Costa
FROM: Gray Creveling
RE: Budget notes for Italian show participations

When I was in your office prior to the Home Furnishings Exposition, you and I discussed the various budget provisions for that show, the Food Show and the Restaurant Show.

For our own guidance, I would like to recapitulate those notes so that we both will have some guide posts in planning the public relations program for these events.

HOME FURNISHINGS EXPOSITION: Catalog and other production costs, including photography, postage, office supplies, artwork, etc. \$1,000

FOOD SHOW, June 17-20.

Photography	350
Catalog, invitations	460
Wine tasting	1,500
Installation and decoration of display	1,500
Transportation and insurance	1,200

RESTAURANT SHOW, August 27-30

Photography	100
Catalog	300
Music	125
Fashion Show	500
Decoration	300

The public relations retainer would be \$1500 to cover assistance on all three shows.

All of the items above appear adequate except perhaps the item for decoration for the Restaurant Show which seems too low. But we can discuss this at our next meeting.

Gray Creveling

GC/dvb"

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EXHIBIT B"

CHARLES VON LOEWENFELDT, INCORPORATED

REGISTRATION No. 810

PUBLIC RELATIONS

SEP 7 1962

Registration Section
U.S. DEPT. OF JUSTICE

December 29, 1961

Mr. Emanuele Costa
Commercial Attache
Commercial Office of the Italian
Consulate General
785 Market Street
San Francisco, California

Dear Mr. Costa:

This letter is to formalize the substance of our most pleasant meeting with you yesterday and to outline our understanding of the responsibility we hope will be given to this firm for public relations activities in connection with the Italian sports equipment exhibit at the San Francisco Sports and Boat Show, February 2 to 11, at the Cow Palace.

Within a budget of \$2,300, to be itemized in detail further along in this letter, we would in consultation with you and with your approval plan, program, and execute the promotion, publicity, printing and photography activities in support of the exhibit.

The assignment would be effective as of January. As we discussed, the working budget would be constituted as follows: (1) Public Relations Retainer, \$1,000; (2) Printing, photography, messenger service and miscellaneous, \$1,300. Total \$2,300.

It is understood that item 2 is an estimate. It will be our responsibility not to exceed \$1,300 total for these costs.

It is agreed that postage, letterheads, special stationery, envelopes, the printing of invitations to a reception at the Consulate General, out-of-town telephone calls, and typing of letters to importers will be furnished by, charged to, or done in your office. This office will draft the text of the letter to importers if that is your desire. It is further understood that displays for the reception will be handled by your architect at no cost to the public relations budget.

Billing for the retainer would be \$500 on January 15 and \$500 on January 30; on January 30 and February 30 we would bill for production costs which would be billed at actual costs and itemized with substantiating invoices.

Mr. Emanuele Costa
Page Two
December 29, 1961

The principals of this firm will at all times be available for consultation with you and we will carry out, in coordination with you, an enthusiastic program of promotion to make your participation in the Sports and Boat show outstanding.

Sincerely,

CHARLES VON LOEWENFELDT, INC.

Gray Creveling
Executive Vice President

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